Content Syndication: Busting Content Silos

Prudence Goforth

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Fred Smith

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Richard Stapleton

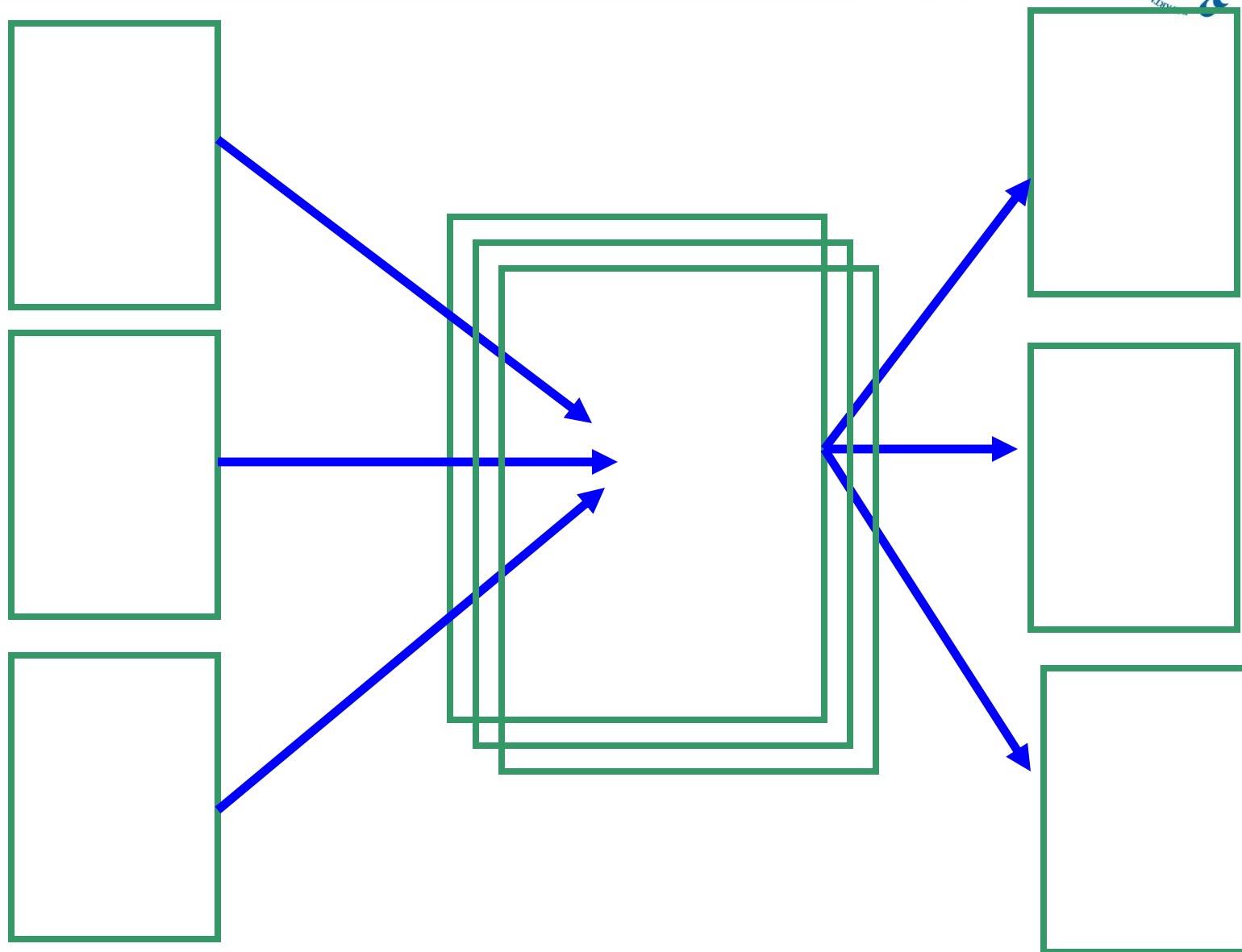Dep. Dir., HHS Web Communications and New Media Division

The Holy Grail

The Challenges:

- "Cut and paste" is very time consuming, with potential errors.

  - Difficult to update (and to know when something needs updating).

  - Difficult to manage In (public health) emergencies, information is rapidly changing).

  - Monitoring primary Web pages burdens all partners

  - Information may appear contradictory or inconsistent between different partner sites

  - Update messages often communicated through email – slow, inconsistent and a burden all parties.

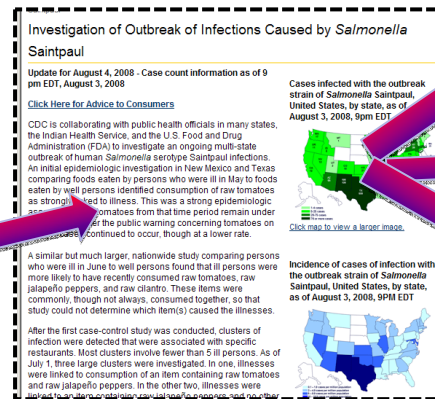 - **Many hours of additional and unnecessary labor!**

Content Syndication – the Innovative Solution

Information on a partner's website is automatically updated when CDC updates that particular Web page

CDC.gov

Syndicated Content

Partner Web Sites

The Solution – Content Syndication

- Federal Web content even more appealing – e.g, any updates made on a government web site automatically replicate on partner sites.

- Content owner retains editorial control.

- Can be used with any topic or content type.

- Fosters consistent information and messaging across sites.

- Enables more efficient use of resources (e.g., subscribers don't need to worry about updates and updating).

- Expands access to information and messages (e.g., content appears in multiple web sites – via more local sources).

- A wide range of partners – state, tribal, local, territorial; commercial; educational and non-profit.
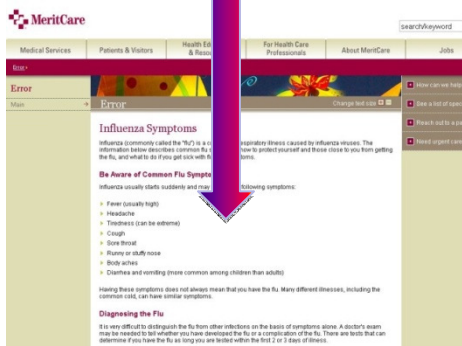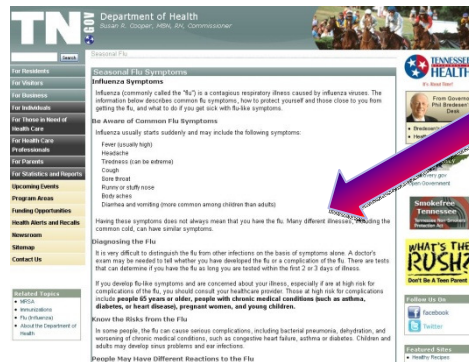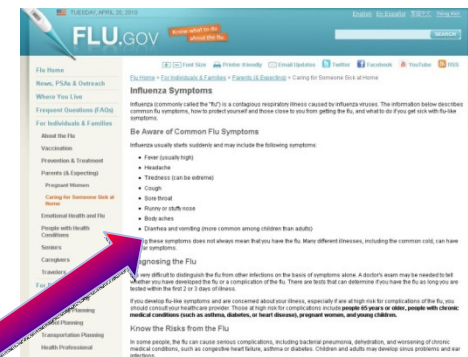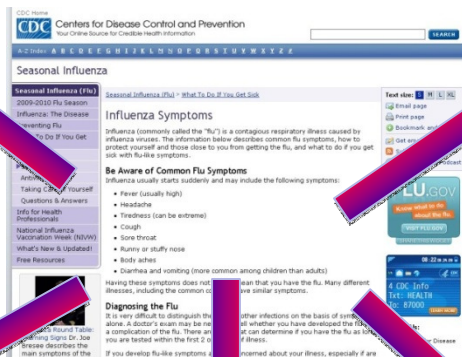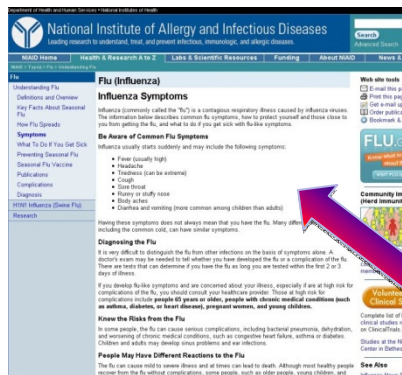
Bottom line – Content syndication reduces costs, reduces inconsistent information, and frees resources so content owners and partners can focus on more important activities.

- **Publisher only**

- **Subscriber only**

- **Publisher/Subscriber**

Content Publisher Website Example

Topic-Based Subscriber Website Example

Topic-Based Publisher/Subscriber Example
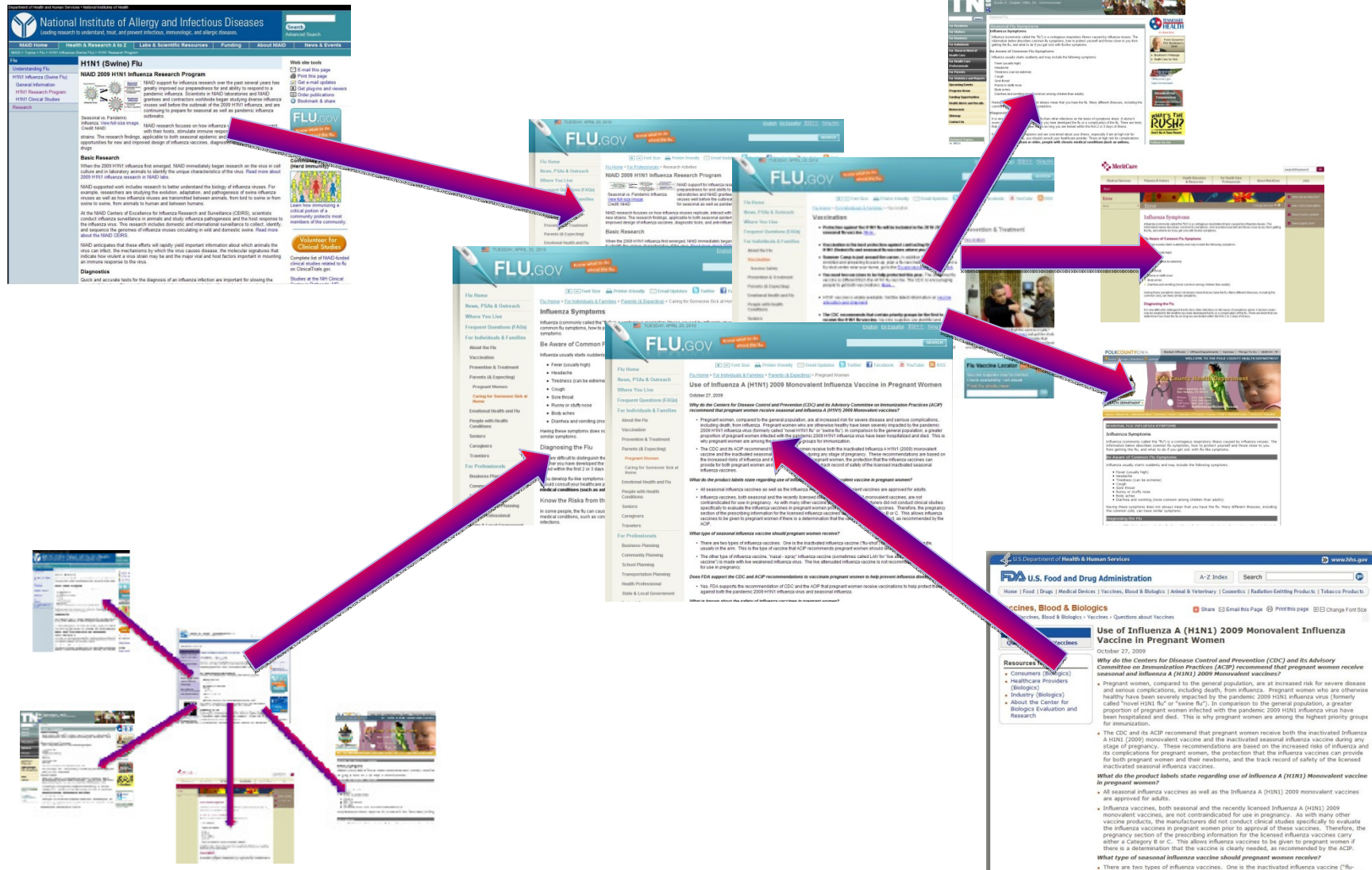
How Content Syndication Supported H1N1

Expanded visibility of CDC information on state, local, and partner Web sites

– 418,796 views of CDC H1N1 content via Content Syndication

– 450 Pages of H1N1 content are available for syndication

– 211 Pages of Seasonal Flu content is available for syndication

Content syndication strengthened Flu.gov

– Helped ensure information consistency among Flu.gov, CDC.gov, FDA.gov and NIAID.NIH.gov – and facilitated migration of information to Flu.gov

– Over 100 pages of CDC/FDA/NIAID H1N1 pages were syndicated to Flu.gov

– Minimized information "ownership" battles

– Over 640,000 views of syndicated CDC/FDA/NIAID H1N1 content on Flu.gov

H1N1 (Swine) Flu

Page Name	Add ALL Pages to Your List
CDC H1N1 Flu | H1N1 Flu Vaccination Resources	⊕ Add to List
CDC 2009 H1N1 Flu | 2009 H1N1 U.S. Situation Update	⊕ Add to List
CDC H1N1 Flu | Swine Flu: General Information	⊕ Add to List
CDC H1N1 Flu | Guidance	⊕ Add to List
CDC H1N1 Flu |Interim Guidance for Novel H1N1 Flu (Swine Flu): Taking Care of a Sick Person in Your Home	⊕ Add to List
CDC H1N1 Flu	⊕ Add to List
CDC H1N1 Flu | H1N1 Flu and You	⊕ Add to List
CDC H1N1 Flu | What To Do if You Get Flu-Like Symptoms	⊕ Add to List
CDC H1N1 Flu | Novel H1N1 U.S. Situation Update	⊕ Add to List
CDC H1N1 Flu | Questions & Answers Novel H1N1 Influenza Vaccine	⊕ Add to List

More H1N1 (Swine) Flu »

Top 5 Syndicated Pages
(2009)

Page	Views
CDC H1N1 Flu	395,857
CDC A-Z Index	93,952
February 2, 2009: Investigation of Outbreak of Infections Caused by Salmonella Typhimurium Map | Sal	47,424
January 29, 2009 - Investigation Update: Outbreak of Salmonella Typhimurium Infections, 2008–2	45,617
Influenza A (H1N1) Flu FYI | Public Health - Dayton & Montgomery County	22,309
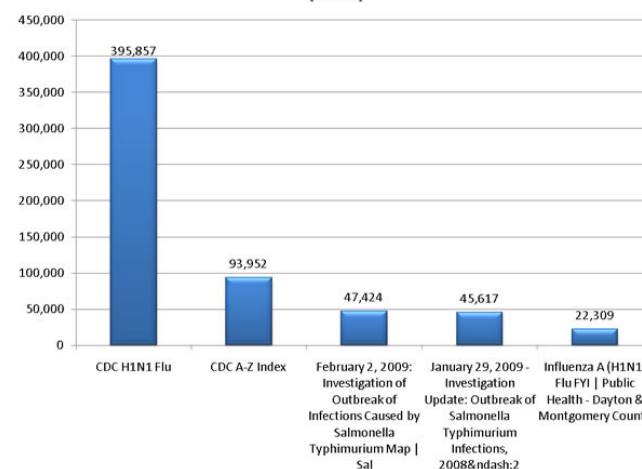
Impact/Outcome of CDC Content Syndication

More than 150 public health partners – including state and local health departments, hospitals, universities and federal agencies – have implemented content syndication on their Web sites.

More than 3 million additional views of CDC content on other Web sites, including a one-month high of 770,000 page views (May 2009) during the height of the H1N1 emergency.

More than 1500 partner Web pages containing CDC syndicated content.

Content syndication is being used and tested in 37 of the 50 US states by State and Local health departments.

Number of State and Local Health Departments Registered for Content Syndication

Registrants
- 0
- 1 - 2
- 3 - 5
- 6 - 8
- 9 - 26
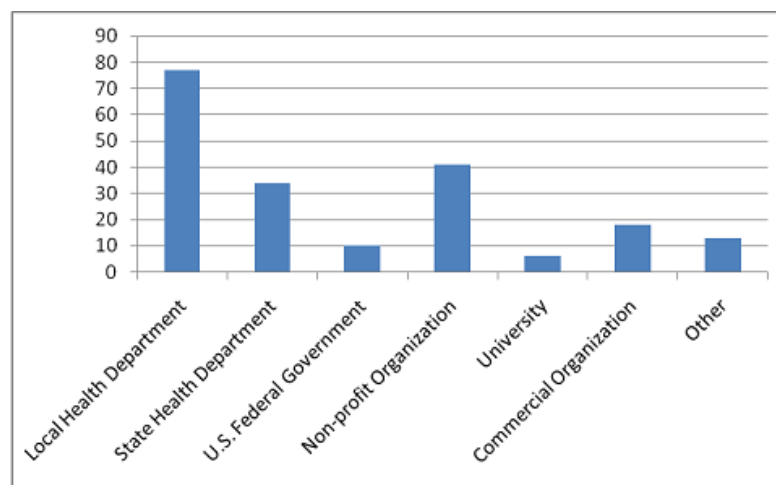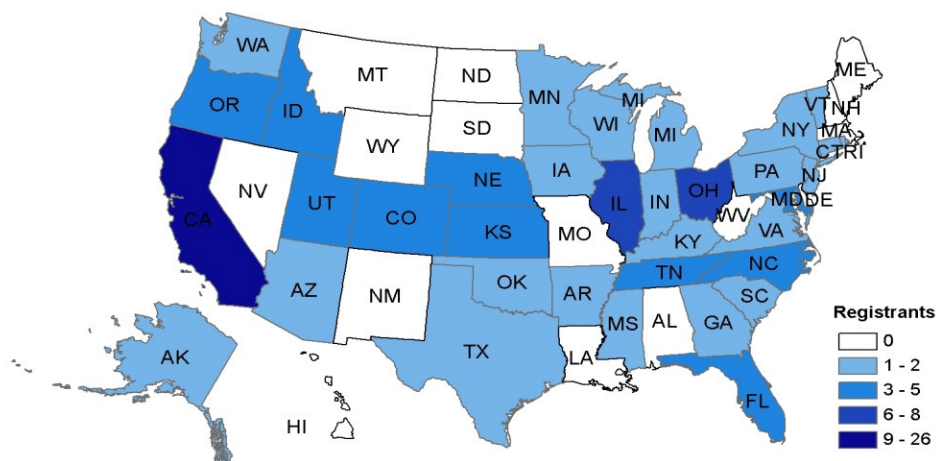
Why Is Content Syndication Important for CDC?

Expands web and communication strategies

- Enables new partnerships to deliver or use CDC content
- Increases access to CDC information
- Increases the audience reach of CDC content
- Drives increased traffic back to the CDC site

Continues CDC's leadership role in using the Internet

- CDC is the first federal agency to develop and offer this capability.
- CDC works closely with HHS, FDA and NIAID to refine and enhance the technology to expand across all of HHS and then with other Federal partners.
- 9 out of 10 of the most visited web sites (e.g. Google, Yahoo, Amazon) provide similar capabilities.
- Supply this technology directly to state, tribal and local health agencies and other Federal agencies.
- Further establishes CDC as a primary source for health information.
- Could increase CDC web traffic by 30-50% over the next 3-5 years.

Benefits

Benefits for Federal, State, Tribal, Local and Territorial Governments and Health Agencies

- Rapid deployment of CDC content to their sites
  - Ability to integrate local information with national information for improved message delivery
- Consistent dissemination channels for Outbreaks and Emergency Responses could be established across health agency web sites
- Allows state and local technical resources to focus on their mission, instead of manually spending time monitoring CDC sites, and having to "cut and paste."
- Health agencies could offer their own original content to others for syndication, we would make our own technology available to them
- Increase their web site traffic by offering new content to their audiences
- Increase value to their audiences

Benefits Beyond Health Agencies

Increased market reach by partnering with commercial partners like WebMD, Microsoft HealthVault, Google Health, Epocrates, etc.

- Currently in discussions with WebMD, AMA, and Epocrates to use syndicated content
- Usage by large commercial sites could further increase CDC web traffic by 50-100% in 3-5 years

Open government support

- Provides access to health information, improving collaboration opportunities with health partners
- Enables citizens and health partners to create innovative web applications

Morris Hospital, Illinois

http://www.morrishospital.org/index.cfm?pageID=205

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A-Z Index | Search [ ] go

Home | Food | Drugs | Medical Devices | Vaccines, Blood & Biologics | Animal & Veterinary | Cosmetics | Radiation-Emitting Products | Tobacco Products

Tobacco Products

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Tobacco Products Scientific Advisory Committee

The inaugural meeting of the Tobacco Products Scientific Advisory Committee was held March 30-31, 2010. The archived webcast is now available.

Protecting Kids from Tobacco

A new rule prohibits the sale, distribution, marketing and promotion of cigarettes and smokeless tobacco to children and adolescents. The Center for Tobacco Products Call Center, 1-877-CTP-1373, provides information about the new rule.

Public Dockets for Comment

FDA has established a public docket to provide an opportunity for interested parties to share information, research, and ideas on how use of dissolvable tobacco products may impact public health.

Spotlight

- Watch the Archived Webcast of the March 30-31 Meeting of the Tobacco Products Scientific Advisory Committee (TPSAC) ⧉
- Jobs at the Center for Tobacco Products (CTP)
- Final Guidance for Industry: Tobacco Health Document Submission

Tools

- Calculator: How Much Does Smoking Cost You? ⧉
- Reasons to Quit ⧉
- How Does Smoking Affect Your Lifespan? ⧉

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Home | Food | Drugs | Medical D...

Tobacco Products

Home > Tobacco Products

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A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

go

SEARCH

Smoking & Tobacco Use

Home

About This Office

Quit Smoking

Basic Information

Data and Statistics

State and Community Resources

Youth Tobacco Prevention

Tobacco Control Programs

Health Disparities

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Publications and Products

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• Reasons to Quit
• How Does Smoking Affect Your Lifespan?

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FDA U.S. Food and D...

Home | Food | Drugs | Medical D...

Tobacco Products

Home > Tobacco Products

CDC Home

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A-Z Index A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z #

go

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Home

About This Office

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Basi...

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Tobacco Addiction Research Report

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- Treating Tobacco Use and Dependence Guidelines
- NIDA for Teens – Nicotine Addiction
- Mind Over Matter – Nicotine – part of a seven-part series designed to encourage young people in grades five through nine to learn about the effects of drug abuse on the body and the brain.
- Collection of NIDA NOTES articles on Nicotine Addiction
- NIDA's index page on nicotine addiction
- More Publications from the National Institute on Drug Abuse

Events

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- Reasons to Quit
- How Does Smoking Affect Your Lifespan?

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Home | Food | Drugs | Medical D

Tobacco Products

Home > Tobacco Products

CDC Home

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A-Z Index **A** **B** **C** **D** **E** **F** **G** **H** **I** **J** **K** **L** **M** **N** **O** **P** **Q** **R** **S**
T **U** **V** **W** **X** **Y** **Z** **#**

Smoking & Tobacco Use

Home

About This Office

Quit Smoking

Basi

SEARCH

SMOKING

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NICOTINE ADDICTION

InfoFacts

Cigarettes and
Products

Research Report

Additional Resources

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Prevention

Reports and
Publications

News Room

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effective clinical treatments for tobacco dependence and the latest
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- Systems Decisionmaker Material
- Consumer Materials
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- Ordering Information for 2008 Guideline and Related Materials
- Surgeon General Reports
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- Supplement: Corrections and Additions to the 2008 Guideline Update
- Slide Presentation: Full Set
- Treating Tobacco Use and Dependence—Quick Reference Guide (PDF
File, 620 KB)
- Systems Change: Treating Tobacco Use and Dependence

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ideas on how use or
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products may impact public
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Smoking Cost You
- Reasons to Quit 🗗
- How Does Smoking Affect
Your Lifespan? 🗗

News & Events (Tobacco)

Press Releases, FAQs, Progress Reports, and
Meetings & Conferences

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Contact Us

FDA U.S. Food and D...

Home | Food | Drugs | Medical De...

Tobacco Products

Home > Tobacco Products

CDC Home

CDC Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

A-Z Index A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z #

SEARCH
go

Smoking & Tobacco Use

Home

About This Office

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Basi...

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- What's New
- ...ician Materials
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- ...Information for 2008 Guideline and Related Materials
- ...General Reports
- ...es

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Health Issues
Quitting Smoking
Regulating Tobacco
Surgeon General
Dependency
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OSG Home
About OSG
Childhood Skip Navigation
Prev...

Cigarettes and

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AHRQ Home | Questions? | Contact Us | Site Map | What's New | Browse | Información en español

AHRQ Home > Treating Tobacco Use and Dependence Pathfinder

You Are Here: AHRQ Home > Treating Tobacco Use and Dependence Pathfinder

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Treating Tobacco Use and Dependence: 2008 Update, sponsored by the Public Health Service, includes new, effective clinical treatments for tobacco dependence that have become available since the 2000 Guideline was published. This update will make an important contribution to the quality of care in the United States and to the health of the American people.

Accurate, up-to-date information and professional assistance are provided in two resources from the U.S. Department of Health and Human Services to help support people who are trying to quit smoking.

- You Can Quit Smoking Now. Go to: http://www.smokefree.gov.
  - You Can Quit Smoking Now—the national access number to State-based quitline services.
  - 1-800-QUIT NOW—the national access number to State-based quitline services.

Smoking & Tobacco
Health Issues
Quitting Smoking
Regulating Tobacco
Surgeon General
Dependency
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Contents

For Clinicians
For Systems Decisionmakers
For Tobacco Users
Ordering Information for 2008 Guideline Materials
Evidence Report

News ...ents (Tobacco)

Press Releases, FAQs, Progress Reports, and
Meetings & Conferences

Protecting Kids from Tobacco

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Smoking & Tobacco
Health Issues
Quitting Smoking
Regulating Tobacco
Surgeon General
Dependency
Get & Share

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Home | Food | Drugs | Medical D

Tobacco Products

Home > Tobacco Products

CDC Home

CDC Centers for Disease Control and Prevention
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A-Z Index **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #**

SEARCH

Smoking & Tobacco Use

Home

About This Office

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Cigarettes and

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Quitting Smoking
Regulating Tobacco
Surgeon General
Dependency

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You Are Here: AHRQ Home > Treating Tobacco Use and Dependence Pathfinder

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Contents

For Clinicians
For Systems Decisionmakers
For Tobacco Users
Ordering Information for 2008 Guideline Materials
Evidence Report

Indoor Air Quality
Home

Developing Smoke-free
Homes Programs

The Smoke-free
Homes Pledge

Frequent Questions

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Publications and
Materials

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EPA and HHS Partnering to Promote Smoke-free Homes for Head Start Families

EPA and the U.S. Department of Health and Human Services (HHS), Administration for Children and Families, Head Start Bureau are working together to improve the quality of life for nearly a million Head Start children by conducting nationwide secondhand smoke and asthma outreach. Read more about the EPA and HHS partnership and what you can do as a Head Start teacher, staff member or parent to help create Care for their Air: Promoting Smoke-free Homes for Head Start Families.

Secondhand Tobacco Smoke and the Health of Your Family

Secondhand Tobacco Smoke and the Health of Your Family | El humo de tabaco en el medio ambiente y la salud de su familia

With English text on other side, this straightforward brochure explains the basics about the dangers of secondhand smoke to families, especially to children. This tri-fold brochure can be used at health fairs, clinics and hospitals, parent meetings, and at other community activities.

- PDF Version (PDF, 2 PP, 1.55 M, about PDF)
- **EPA 402/F/09/004, September 2009**
- Find out how to order this and other publications from EPA.

Secondhand Smoke Can Make Children Suffer Serious Health Risks - Children's exposure to secondhand smoke is responsible for:

A few basic actions can protect children from secondhand smoke

Choose not to smoke in your home and car and do not allow family and visitors to do so. Infants and toddlers are especially vulnerable to the health risks from secondhand smoke.

Do not allow childcare providers or others who work in your home to smoke.

Until you can quit, choose to smoke outside. Moving to another room or opening a window is not enough to protect your children.

For more information on secondhand smoke, see EPA publications and Take the Smoke-free Home Pledge, Prometa no fumar en su hogar

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Press Releases, FAQs, Progress Reports, and
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Home | Food | Drugs | Medical D

Tobacco Products

Home > Tobacco Products

CDC Home

CDC Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

A-Z Index A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z #

go

SEARCH

Smoking & Tobacco Use

Home
About This Office
Quit Smoking
Basi

SMOKING

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Office

Search

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This Site   All HHS Sites
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AHRQ Home | Questions? | Contact Us | Site Ma

AHRQ Home > Treating Tobacco Use and Dependence Pa

You Are Here: AHRQ Home > Treating Tobacco Use and Depen

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- VCIT Program Information
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- Program Overview
- Hits of the Week

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Smoking & Tobacco
Health Issues
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Surgeon General
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Infants and toddlers are
especially vulnerable to the
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your children.

For more information on
secondhand smoke, see EPA
publications and Take the
Smoke-free Home Pledge,
Prometa no fumar en su hogar

Tobacco: The New Commodity for Criminals

Receive Featured Stories Updates

Contents

For Clinicians
For Systems Decisionmakers
For Tobacco Users
Ordering Information for 2008 Guideline Materials
Evidence Report

News   ms (Tobacco)

Press Releases, FAQs, Progress Reports, and
Meetings & Conferences

side and Spanish text on the
ntfold brochure explains the
dangers of secondhand smoke to
especially to children. This tri-fold brochure can
ed at health fairs, clinics and hospitals, parent
eetings, and at other community activities.

1 2 3
y Brochure (Bilingual)

- PDF Version (PDF, 2 PP, 1.55 M, about PDF)
- **EPA 402/F/09/004**, September 2009
- Find out how to order this and other publications
  from EPA.

Secondhand Smoke Can Make Children Suffer Serious Health Risks -
Children's exposure to secondhand smoke is responsible for:

Protecting Kids from Toba
FDA is working to protect the health o.
America's children and ultimately reduce the

ing Affect

Google `site:.gov tobacco`   [Search] [Advanced Search]

Web ⊞ Show options...   Results **1 - 10** of about **5,300,000** for **site:.gov tobacco**.

Smoking and **Tobacco** Use :: Office on Smoking and Health (OSH) :: CDC ☆
Nov 17, 2009 ... Maintained by the CDC's Office on Smoking and Health. Covers **tobacco**-related issues, statistics, news, research, data, reports, ...
Data and Statistics - Quit Smoking - Basic Information
www.cdc.gov/**tobacco**/ - Cached - Similar

CDC - Health Topic: Smoking and **Tobacco** Use ☆
Information from the US Centers for Disease Control and Prevention.
www.cdc.gov/doc.do/id/0900f3ec802346d8 - Cached - Similar

⊞ Show more results from www.cdc.gov

Tobacco Program Home Page - WA State Dept. of Health ☆
Tobacco remains the main cause of preventable disease and death in Washington state, killing about 7500 people every year. This despite major gains in ...
www.doh.wa.gov/**TOBACCO**/default.htm - Cached

smoking.drugabuse.gov - Nicotine Addiction and the other Dangers ... ☆
Nicotine addiction and other dangers of **tobacco** use. ... 2010 Society for Research on Nicotine and **Tobacco** (SRNT) Annual Meeting February 24-27, 2010 ...
smoking.drugabuse.gov/ - Cached - Similar

Tobacco ☆
The inaugural meeting of the **Tobacco** Products Scientific Advisory Committee was held March 30-31, 2010. The archived webcast is now available. ...
www.fda.gov › Tobacco Products - Cached - Similar

Google site:.gov tobacco | Search | Advanced Search

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www.fda.gov › Tobacco Products - Cached - Similar

Why Silos Exist

- Reflect owners work or responsibility
  - NIH=research; FDA=drugs; CDC=health; EPA=air quality; ATF=enforcement; NIDA=addiction; Women's Health, etc.
- Campaigns
- Turf
  - Funding (and branding)(and ego)
- Congressional Mandate
- Legacy

Panflu.gov

PandemicFlu.gov

Get Informed. Be Prepared.

The official U.S. government Web site for information on pandemic flu and avian influenza.

General Information
- Key Facts
- Frequently Asked Questions
- Vaccines, Medications
- Background Information

Health & Safety
- For Families
- For Workers
- For Health Professionals
- Protecting Birds & Other Animals

Monitoring Outbreaks
- United States Surveillance
- International Surveillance

Planning & Response Activities
- National Strategy for Pandemic Influenza
- U.S. Department of Health & Human Services Pandemic Influenza Plan
- Federal Agency Activities
- State Pandemic Plans
- Risk Communication Resources

Travel & Transportation
- Travelers' Health
- Transportation Industry Information

Research Activities
- Pandemic Research
- Vaccine Research
- Drug Development

National Strategy
The National Strategy for Pandemic Influenza guides our nation's preparedness and response to an influenza pandemic.

Highlights
The U.S. Department of Health & Human Services Pandemic Influenza Plan

News
- Press Releases
- Press Conferences
- Speeches
- Testimony

Related Links
- Seasonal Flu

FLU.GOV

Know what to do about the flu.

SEARCH

Flu Home

News, PSAs & Outreach

Where You Live

Frequent Questions (FAQs)

For Individuals & Families

About the Flu

Vaccination

Prevention & Treatment

Parents (& Expecting)

Emotional Health and Flu

People with Health Conditions

Seniors

Caregivers

Travelers

For Professionals

Business Planning

Community Planning

School Planning

H1N1: The First Year
Where Things Stand

April 26, 2009: Public Health Emergency Declared

More >>

One Year **1**

Planning for Summer Camp **2**

The 1918 Influenza Pandemic **3**

Together We Can All Fight the Flu **4**

News Briefings and Webcasts **5**

Recent Home Page Features

Get vaccinated!
H1N1 flu shots are widely available and everyone is urged to get vaccinated. Protect yourself in case there is a third flu wave this winter. Enter your zip code in the Flu Vaccine Locator to learn where to get vaccinated, or select your state from the dropdown menu below.

Flu Vaccine Locator Find flu clinics near you

Vaccine supplies may be limited. Check availability; call ahead.

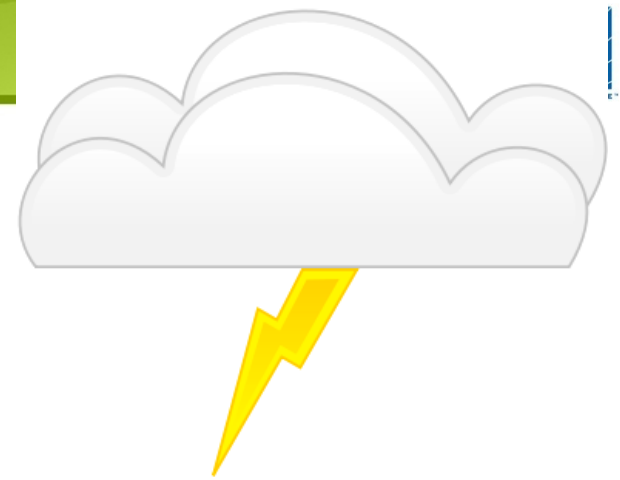**Find flu shots near:**

GO

powered by Google

Ask the Flu Experts!

Our experts have answered hundreds of questions this flu

Benefits of Syndication

- Content serves multiple needs
- No turf battles
- Topical site aggregates cherry-picked content
  - Satisfies consumer need
- Office/campaign retains ownership
  - Satisfies bureaucratic need
- Maintenance stays with content owner/SME
  - Consistent and current content across all sites

Version History

Version 1.0

- Java Server Application

- Scrape on demand

- No content cacheing

- No off-loading of network traffic

- Limited API

- Not standards-based

- Private registration

- Version 1.5

- .NET Application

- Content cacheing

- CDN cacheing and network traffic off-load

- Public registration; public catalog

- Not fully standards compliant

- Lack of real-time notifications

- CDC Network specific

Version History

- Version 2.0 (In development)
    - Java and .NET versions
    - High level of cacheing and fault-tolerance
    - Real time notifications
    - Multiple nodes in a federated network
    - Sharable taxonomies
    - Standards-based with multiple formats
    - Robust, documented API
    - Architected for technology independence
    - Open sourced and freely distributed
    - Open requirements and interfaces, supporting any platform
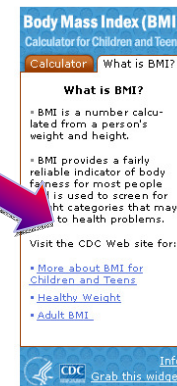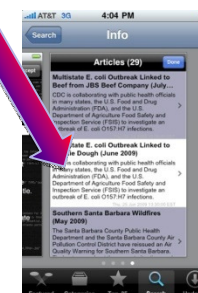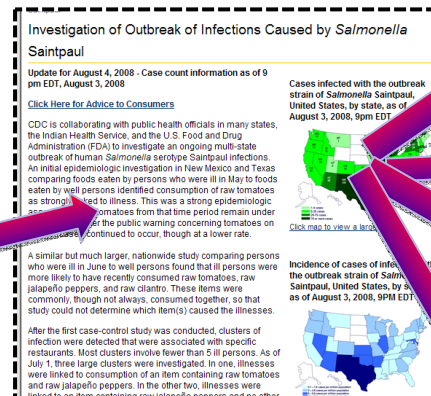
An Open API to Your Content

Syndication allows content to be reused in multiple channels, not just websites.

CDC.gov

Syndicated Content

Websites

Mobile sites

Widgets

3rd Party Applications

Future Directions

Federated Network of Distributed Nodes

- Make available the .NET and Java applications for partners to syndicate their own content as well as bring in content from others in the network.

- Initial Network roll-out will be late summer with CDC, HHS, FDA and NIAID.

- Second wave to include other Operating Divisions of HHS (CMS, NCI) another Federal agency and one or two state health departments.

- Expand to include non-health related topics, eg, Risk and Emergency Communications, Policy, Tax Law, etc. Essentially any and all topics.

Getting Started

As a subscriber:

1.Register at http://tools.cdc.gov/register/

2.Select pages from the inventory of available content (a good sample page for consumer friendly content is "Current Healthy Living Feature Topic"
http://t.cdc.gov/synd.aspx?js=1&url=http://t.cdc.gov/CKT)

3.Get the code from the system and begin testing.

As a content publisher:

Contact Fred Smith (wfsmith@cdc.gov) to discuss how to get included in future roll-out and expansion plans.

As an application developer:

Contact Fred Smith (wfsmith@cdc.gov) for a draft of the API documentation and URLs to standards-based feeds.
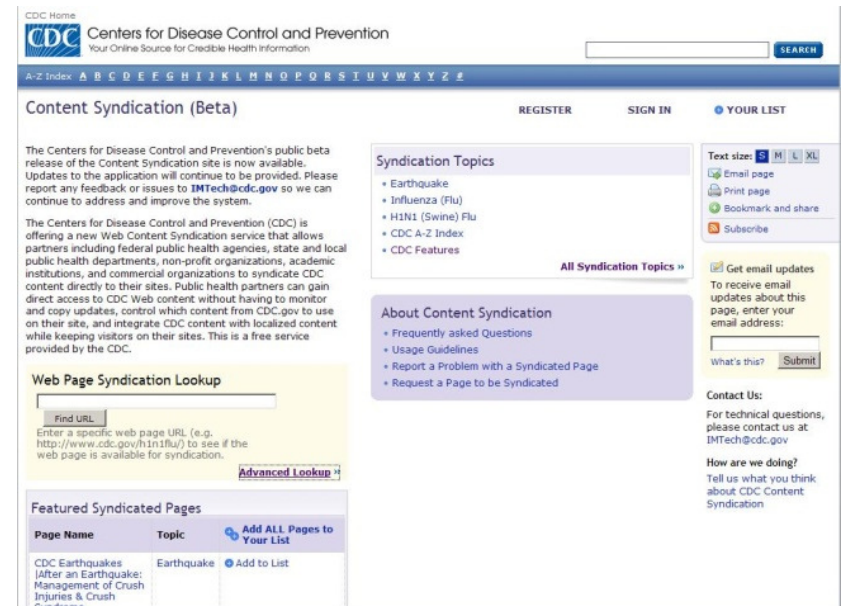
CDC Content Syndication 'Storefront'

http://tools.cdc.gov/register/

Testimonials

"With the syndication project, when the CDC updates its Web site with additional outbreak information, the Ohio Department of Health Web site is updated in real-time. An important advantage to this project is that messages are consistent across states and federal agencies because they all have access to the same information."

-- Dr. Michele Shipp, Assistant Director of the Ohio Department of Health

"With the implementation of content syndication, we could ensure that our users had access to the most up-to-date health information. The ease of set-up and the ability to select additional content to our site has allowed the County to be confident that we would have updated information for the most relevant health-related topics, such as H1N1 and seasonal flu as well as the flood and e-coli information, without additional labor on our part."

-- Kathy Hughes, Public Relations Director, Buncombe County, NC Department of Health
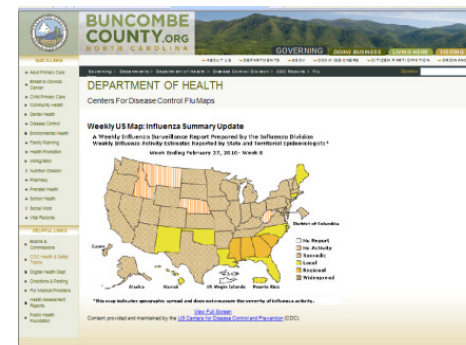
http://www.buncombecounty.org/governing/depts/health/cdc/cdc_report.asp?title=flu_map

The Content Syndication Team

Core Design & Implementation Team

CDC

- Carol Crawford
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- Mike Peltz (CTR)
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- Dick Stapleton
- Craig Lafond
- Ted Hsieh
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- Aaron Stowell (CTR)
- Ben Miller (CTR)

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- Christen Geiler
- Holly Irving
- Jake Jester
- Song Chen
- Krista Townsend
- Andrew Murphy
- Leon Orshanski